

Amendment After Final Action Under 37 C.F.R. 1.116

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: July 29, 2009

Signature: _____

(Lisa deCordova)

Docket No.: 65003/P002US/10312242
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Ajay R. Bam et al.

Application No.: 10/691,459

Confirmation No.: 7339

Filed: October 22, 2003

Art Unit: 3688

For: SYSTEM AND METHOD OF GENERATING,
DISTRIBUTING, AND/OR REDEEMING
PROMOTIONAL OFFERS USING
ELECTRONIC DEVICES

Examiner: K. H. Le

AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. 1.116

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated May 29, 2009, finally rejecting claims 1-5, 7-14, 16-22, 26-41, 44-50, 52-63 and 65-73, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.